

# Red Gold Tomatoes from Europe A Wonderful Journey from Europe to Japan



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE HIGH QUALITY  
AGRICULTURAL PRODUCTS.



## **ABOUT RED GOLD FROM EUROPE & ANICAV**

**Red Gold is the name of the EU (European Union) project to raise awareness of EU preserved (canned) tomatoes 100% Made in Europe.**

**ANICAV, the Italian Association of Canned Vegetable Industries members, accounts for over 60% of all the processed tomatoes in Italy, and nearly all of the whole peeled tomatoes produced in the world (including the internationally well-known San Marzano dell'Agro Sarnese-Nocerino DOP).**



**The blue sky and sunshine in the European Mediterranean area provide the ideal natural conditions for tomato planting, and produce tomato varieties with compact pulp, strong peel and a sweet and sour taste, which are perfect for processing.**





**Finally, these wonderful European canned tomatoes with a superb taste, their healthy qualities preserved intact are ready and available for Japanese consumers.**



**Modern plants strictly controlled and monitored, select, clean, boil, peel and further process the tomatoes after harvesting in the highest safety conditions.**



Whether it's peeled whole tomatoes, diced tomatoes, tomato passata or cherry tomatoes, canned tomatoes from Europe all adhere to the same **standards of excellence**, making cooking easy and enjoyable as well as making dishes more delicious and nutritious.



DICED  
TOMATOES



PEELED  
TOMATOES



CHERRY  
TOMATOES





Today, canned tomatoes from Europe have been granted a new title, "Red Gold".

**Red:** representing their colour, comes from lycopene, the antioxidant that is very important for the human body.

**Gold:** the gold medal gained thanks to the strictest golden standards used for processing tomato products in Europe.

# RED GOLD FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.



## RED GOLD FROM EUROPE IN JAPAN

The Red Gold from Europe programme is now on its second year of rolling out in Japan. We are working with Elle Gourmet and Tokyo Calendar promoting preserved tomato products from Europe.

We look forward to cooperating with more media channels to increase the exposure of Red Gold Tomatoes from Europe!

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## RED GOLD FROM EUROPE IN JAPAN

KOLs on different channels including Facebook, Instagram and Twitter are actively sharing their experiences and recipes with canned tomato products from Europe!



**RED GOLD FROM EUROPE.** THE ART OF PERFECTION, PRESERVED FOR YOUR TABLE.

**The Ritz-Carlton  
Osaka**



**THE  
GRAND  
GINZA JAPAN**



**RED GOLD FROM EUROPE IN JAPAN**

**RGFE is going to hold the presentation & full course tasting lunch and dinner for the press and food industries to present unique usage of preserved tomatoes:  
20<sup>th</sup> October The Ritz Osaka and 22<sup>nd</sup> October The Grand Ginza (Ginza Six)**

For more information about Red Gold Tomatoes from Europe,  
please visit our Japanese website for details:

<http://www.redgoldfromeurope.jp/ja/>

RGFE

## RED GOLD FROM EUROPE

完璧な保存状態のままあなたの食卓へ



**Looking forward to further communication with you...**

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